

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of
Aug. 11, '48

"Ahram"
"Assas"
"Ikhwan"
"Kotla"
"Misri"
"Sawt el Umma"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- general situation; British press comments; Arab refugees; Jewish immigration; release of three of the kidnapped Britons; Bernadotte's activities...	139	Ah,As,I,K,M,S.
BERLIN -- general situation; Molotov-Western Powers meetings; Western Powers determined to apply London Conference decisions in spite of Moscow opposition; secret anti-Russian move discovered (Ah)...	65	Ah,As,I,K,M,S.
DANUBE CONFERENCE -- rejection of Danube Commission link with U.N. plan...	41	Ah,As,I,K.
YUGOSLAVIA -- Eastern European Governments thinking of imposing trade sanctions on Yugoslavia...	30	Ah,As,I,K.
LONDON -- development of conference on Italian colonies...	22	Ah,As,I,K.
LAKE SUCCESS -- U.S. rejects Slav charges on Trieste...	21	Ah,As,K.
NEW DELHI -- Indian Deputy Prime Minister makes declaration on Hyderabad problem; says "compromise impossible"...	20	Ah,As,I,K.
WASHINGTON -- Russia protests against the arrest of Russian teacher...	15	Ah,K,M.
TRUMAN considers Congressional bills (USIS) ...	14	As,K,S.
SYRIA -- political situation; Cabinet reshuffle...	14	As,I,K.
GREECE -- civil war...	11	K,M.
JAVA -- disturbances...	11	K,S.

HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories, nor reflect the individual point of view of any fact. By an objective statistical conversion of "headline," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
OLYMPIC GAMES EVENTS...	10	Ah.
PARIS -- former minister of interior reveals Communist plan prepared in France and Government's determination to take measure to ensure security...	10	M.
SOUTH AMERICA -- Pan-American Union to discuss problem of European colonies...	10	K.
IRANIAN SHAH arrives in Geneva...	9	As,I,S.
U.S. -- increase in population.(USIS)...	6	As,S.
WASHINGTON -- Far Eastern Commission has directed that immediate steps be taken to restore to Allies property lost by Japanese looting (USIS)...	4	As.
U.S. PLANES for Britain each carrying atomic bomb...	8	Ah.
BAGHDAD -- return of Parliamentary delegation from visit to Palestine front...	4	Ah.
FORMER MAYOR OF PRAGUE escapes with wife from Czechoslovakia...	3	K.
ROME -- Russian Ambassador visits Sforza...	2	Ah.

FRENCH PRESS

August 11, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

PALESTINE -- general situation; three of the kidnapped Britons released; Jewish truce violations (J); Arab League announces refusal to participate in peace talks with so-called "Israel" (J); Jerusalem truce control to be stricter (P)...	48	J,P.
BERLIN -- general situation; Western Allies decide to enforce London Conference decisions in spite of Moscow opposition (P); Western envoys to hold another meeting with Stalin; German resistance movement discovered in Soviet Uranium plants (J)...	47	J,P.
YUGOSLAVIA -- Eastern European countries plan to impose trade sanctions on Yugoslavia...	19	J.
DANUBE CONFERENCE -- rejection of Danube Commission link with U.N. plan...	12	J,P.
CYPRUS -- to become Anglo-American base...	10	J.
LONDON -- development of conference on Italian colonies...	10	J,P.
MISSING FRENCH PLANE reported to have exploded and caught fire...	9	P.

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Subject:	Points:	Papers using:
U.S. buys ten million dollars worth of Egyptian cotton...	8	J.
ITALY -- Popular Front dissolved...	6	J.
PRAGUE -- former Mayor escapes with wife...	6	J.
PERU -- political crisis...	2	J.

EDITORIALSFRENCH PRESS

What is to be Expected from the Moscow Conference? -- "Progres Egyptien."

ARABIC PRESS

The Arab Refugees are More Entitled to Help -- (comparing the plight of the refugees from Zionism to those from Fascism or Nazism) -- "Ahram."

Poor Examination results -- "Ahram."

Have we Been Unfair to Britain? -- "Kotla."

Let the Arabs Depend on themselves -- "Assas."

Concerning the results of the final exams -- "Assas."

The Refugee Problem -- "Ikhwan."

They are wronged -- (ironically referring to the Jews who are constantly grumbling because of restrictions laid on their immigration and yet enter Palestine by the hundreds) -- "Ikhwan."

The Arab Nation -- "Ikhwan."

On the Tragedy of the Arab Refugees -- "Ikhwan."

High Cost of Living in Alexandria -- "Misri."

Russia and the Solution of the International Food Problem -- "Kotla."

Summer Lethargy -- is there no cure for it in Government centers? -- "Ahram."

THE ARABIC PRESS AND THE ARAB NATION